

EXHIBIT A

Business Plan for VirtualDonors.Com (Redacted)

Confidential and Proprietary

VIRTUALDONORS.COM, INC.
BUSINESS PLAN



Copy No. _____

Recipient _____

Confidential and Proprietary

Confidential and Proprietary

BUSINESS PLAN SUMMARY**Company Overview**

The management team consists of individuals who are uniquely qualified to carry out the business plan and have been exceptionally successful in other startup businesses. Harry Gruber, a Board member of the VirtualDonors.com, Inc., founded and ran INTERVU, Inc. INTERVU, Inc. is an Internet video streaming company that went public and was recently sold to Akamai Technologies, Inc., for \$2.8 billion. Allen Gruber, the CEO and a Board member of VirtualDonors.com, Inc., has been a seed investor in several Internet start-up companies and has served on the Board of Directors of several successful start-up businesses, including INTERVU, Inc.

VirtualDonors.com, Inc. is defining Internet fundraising. Its library of tools and techniques will enhance online fundraising and will include:

1. an e-commerce engine designed for charitable and political online donations.
2. a relational database package customized for the needs of NPOs.
3. an interactive calendar program that can be a front-end to event scheduling and participant recruitment.

VirtualDonors.com, Inc. has programs for major gifts and small gifts. Major donors, corporations, and foundations can sponsor an event or program and be visibly displayed on the associated Internet site - "cyberplaquing." Small gift donors can interact with the

Page 1

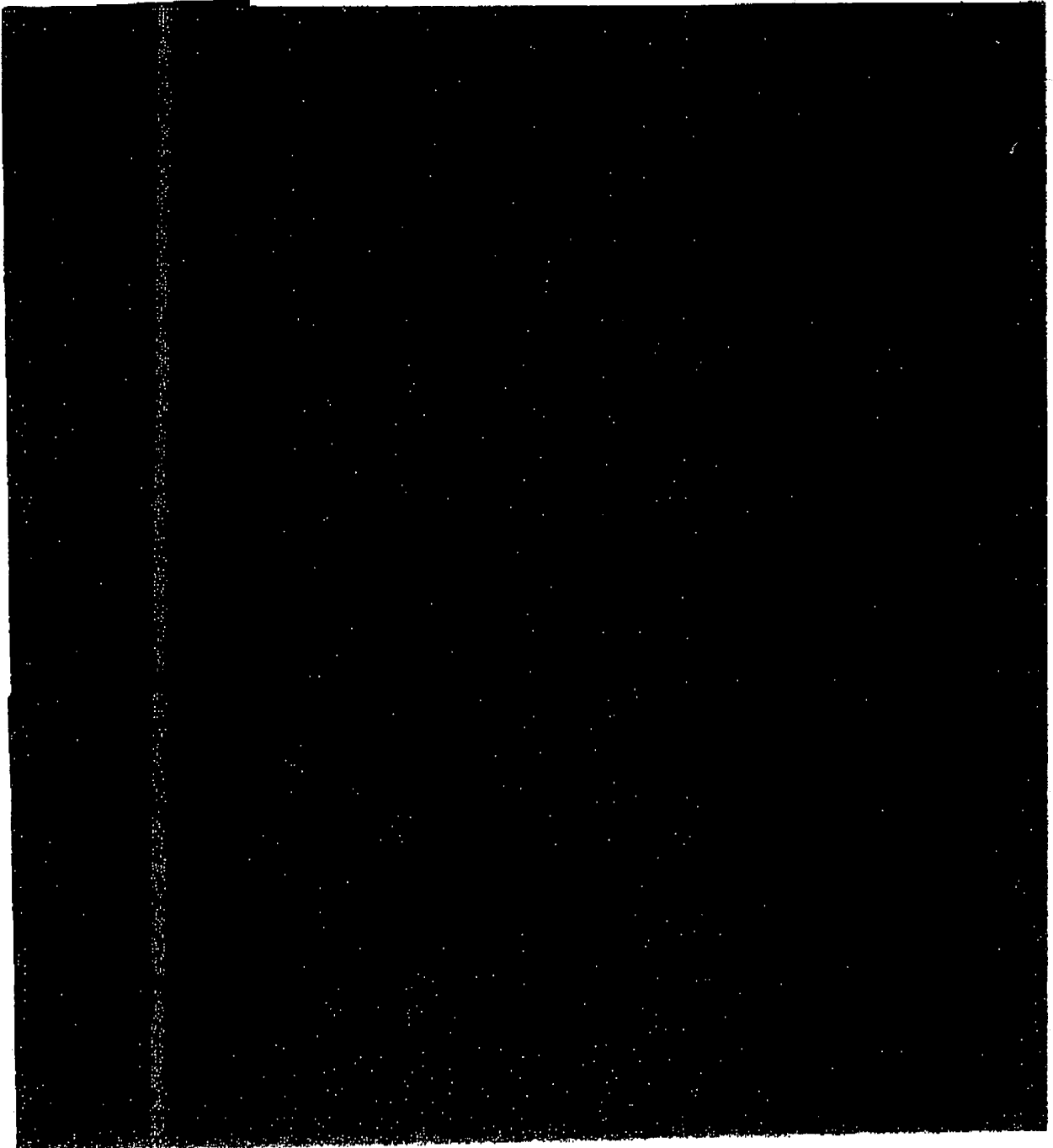
Confidential and Proprietary

BEST AVAILABLE COPY

Confidential and Proprietary

web sites, be involved in the mission of their selected NPOs, and cyberplaque less frequented areas.

The Business Opportunity



Page 2

Confidential and Proprietary